

Table 7.07-- VISITOR ARRIVALS, WESTBOUND AND OTHER, BY AREAS VISITED: 1995 AND 1996

[Covers visitors staying overnight or longer anywhere in the State, and any overnight or non-overnight interisland trips reported by these visitors]

Areas visited 1/	1995			1996		
	Total 2/	West-bound	East-bound 2/	Total 2/	West-bound 2/	East-bound 2/
State total 3/	6,589,130	3,933,110	2,656,020	6,823,130	3,991,640	2,831,490
Oahu	4,833,310	2,328,140	2,505,170	4,981,820	2,350,110	2,631,710
Kauai	914,950	789,640	125,310	969,140	825,110	144,030
Maui County 3/	2,306,780	1,855,740	451,040	2,327,220	1,824,700	502,520
Maui	2,248,080	1,801,130	446,950	2,265,460	1,766,840	498,620
Molokai	85,850	76,470	9,380	77,790	72,770	5,020
Lanai	93,120	87,210	5,910	95,450	91,060	4,390
Hawaii County 3/	1,083,730	850,800	232,930	1,227,840	880,180	347,660
Hilo side	359,690	275,670	84,020	388,280	276,420	111,860
Kona side	917,610	744,650	172,960	1,031,550	769,710	261,840
One island only	4,632,610	2,583,790	2,048,820	4,728,200	2,641,290	2,086,910
Oahu only	3,174,450	1,237,400	1,937,050	3,197,240	1,263,050	1,934,190

1/ Westbound data based largely on intended visits, as reported upon arrival in State. Beginning in 1994, eastbound data reflect actual visits.

2/ Preliminary.

3/ Because many visitors planned to visit more than one area, detail sums to more than the totals and subtotals shown here.

Source: Hawaii Visitors & Convention Bureau, *Market Research Flash*, March 5, 1997.